

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

1. (Currently Amended) A digital television (DTV) receiver configured to receive a digital television signal containing program and system information protocol (PSIP) data, which when received by the DTV receiver causes the DTV receiver to perform the following method comprising:

~~parsing an information type a first descriptor including an information type identification to identify at least a first field that contains a at least one code specifying a data type of a logo graphic associated with first graphic information to be displayed in an Electronic Program Guide (EPG) on a display screen, the logo graphic the first graphic information being associated with a broadcaster or a source of an event; event in a DTV data stream, wherein the information type descriptor further includes an information description field that contains description data associated with the data type of the logo graphic, and wherein the logo graphic is received from a digital television (DTV) transmitter; and~~

~~parsing a second descriptor to identify at least a second field that contains at least one code associated with second graphic information to be displayed in an event portion of the EPG, the second graphic information being directly associated with the event in the EPG; and~~

~~displaying the logo graphic in an Electronic Program Guide (EPG) at least one of the first and second graphic information in the EPG using at least one of the data type of the logo graphic and the description data associated with the data type of the logo graphic.~~

2. (Currently Amended) The DTV receiver of claim 1, wherein each of the first and second descriptors ~~said information type descriptor and said extended information descriptor~~

further includes:

a descriptor tag field; and

a descriptor length field.

3. (Currently Amended) The DTV receiver of claim 2, wherein said descriptor tag field has a value of 0xC9 for ~~ansaid~~ information type descriptor and a value of 0xC8 for ~~ansaid~~ extended information descriptor.

4. (Canceled)

5. (Currently Amended) The DTV receiver of claim 1, wherein the code included in the ~~information type identification~~ first or second field characterizes ~~said logo graphic~~ the first or second graphic information as one of:

a GIF-formatted image file;

a JPEG-formatted image file;

a TIFF-formatted image file;

an ASCII text file;

an HTML-formatted text file;

an XML-formatted text file;

a basic audio formatted file having a .au file extension;

an MPEG-formatted audio file;

- a WAV-formatted audio file;
- an MPEG-formatted video file;
- a Quicktime-formatted video file;
- an AVI-formatted video file; and
- a user-defined formatted file.

6. (Currently Amended) The DTV receiver of claim 1, wherein each of the first and second descriptors ~~said information type descriptor~~ further includes:

- an information description length field; and
- an information description text field.

7. (Previously Presented) The DTV receiver of claim 6, wherein said information description length field identifies a length of said information description text field.

8. (Currently Amended) The DTV receiver of claim 6, wherein said information description text field includes text that characterizes at least one of the first and second graphic information ~~said logo graphic associated with the broadcaster or the source of the event in the DTV data stream~~.

9. (Currently Amended) The DTV receiver of claim 1, further comprising parsing a third descriptor including a third field describing an expected usage of at least one of the first and second graphic information. ~~8, wherein said information type identification field includes a code description corresponding to said text description in said information description text field.~~

10. (Currently Amended) The DTV receiver of claim ~~19~~, wherein said ~~extended information~~ third descriptor further includes:

an information location length field; and

an information location text field.

11. (Currently Amended) The DTV receiver of claim ~~19~~, wherein said ~~information expected usage field~~ third descriptor further includes:

a ~~second~~ fourth field that describes said ~~logo~~ second graphic information as being an advertisement or not; and

a ~~third~~ fifth field that describes a location on a display screen where said ~~a~~ creator of said ~~extended information~~ descriptor anticipates that a representation of said ~~logo~~ second graphic information should be positioned.

12. (Currently Amended) The DTV receiver of claim ~~19~~, wherein said ~~first~~third field describes said ~~logo~~ second graphic information as one of:

undefined so as to have no expected usage;

extended event, extended programming guide (EPG) information that is to be displayed during an EPG display when an event is selected;

extended event selected information that is to be displayed when an event is selected;

extended channel EPG information that is to be displayed during an EPG display when a channel is selected;

extended channel selected information that is to be displayed when a channel is selected;
and
user-defined information.

13. (Currently Amended) The DTV receiver of claim 10, wherein said information location length field identifies a remaining length of said ~~extended information~~ third descriptor as determined by said information location text field.

14. (Currently Amended) The DTV receiver of claim 10, wherein said information location text field includes a string of text that is interpreted ~~by the computer device~~ as a universal resource locator (URL).

15. (Previously Presented) The DTV receiver of claim 14, wherein said URL is a reference to a data program within said DTV data stream or data external to said DTV data stream.

16. (Previously Amended) The DTV receiver of claim 15, wherein the external data is from the world wide web (WWW).

17. (Previously Presented) The DTV receiver of claim 15, wherein said data program within said DTV data stream is referenced with a path beginning as
dtv:/

or, said data from the world wide web (WWW) is referenced with a path beginning as
http://

or

<http://www.>

18. (Currently Amended) The DTV receiver of claim 1, further comprising a link between said ~~an information-type~~ first descriptor and ~~at least one of a virtual channel table (VCT) and an event information table (EIT).~~

19. (Currently Amended) The DTV receiver of claim 1, further comprising a link between said ~~extended information~~ second descriptor and ~~at least one of a virtual channel table (VCT) and an event information table (EIT).~~

20.-21 Cancelled.

22. (Currently Amended) A method to generate program and system information protocol (PSIP) data about digital television (DTV) content by a PSIP generator, the method comprising:

generating ~~an information-type~~ a first descriptor including ~~an information-type~~ identification a first field that contains a at least one code specifying ~~a data-type of a logo graphic~~ associated with first graphic information to be displayed in an Electronic Program Guide (EPG) on a display screen, the ~~logo~~ first graphic information being associated with ~~a broadcaster or a~~ source of an event; ~~event in a DTV data stream, wherein the information-type descriptor further includes an information description field that contains description data associated with the data type of the logo graphic, and wherein the logo graphic is received from a digital television (DTV) transmitter; and~~

generating a second descriptor including a second field that contains at least one code associated with second graphic information to be displayed in an event portion of the EPG, the second graphic information being directly associated with the event in the EPG; and

generating at least one PSIP table including ~~the information type~~ at least one of the first and second descriptors.

23-26. (Canceled)

27. (Currently Amended) A method to generate an extended programming guide (EPG) display about content in a digital television (DTV) stream of data packets by a DTV receiver, said method comprising:

receiving said DTV stream of data packets, said stream containing at least one program and system information protocol (PSIP) tables;

recognizing ~~an information type~~ a first descriptor within said a first PSIP table, wherein the ~~information type~~ first descriptor includes ~~an information type identification~~ a first field that contains a at least one code specifying a data type of a logo graphic associated with first graphic information to be displayed in an Electronic Program Guide (EPG) on a display screen, the logo first graphic information being associated with a broadcaster or a source of an event; event in the DTV stream of data packets, and the information type descriptor further includes an information description field that contains description data associated with the data type of the log graphic, and wherein the log graphic is received from a digital television (DTV) and

recognizing a second descriptor within a second PSIP table, the second descriptor including a second field that contains at least one code associated with second graphic

information to be displayed in an event portion of the EPG, the second graphic information being directly associated with the event in the EPG; and

generating said EPG display as a function of at least one of ~~the code and the description data included in the information type identification field.~~ the first and second graphic information.

28-32. (Canceled)

33. (New) The DTV receiver of claim 9, wherein the third field indicates that the first graphic information associated with the source of the event is displayed when the source of the event is selected.

34. (New) The DTV receiver of claim 9, wherein the third field indicates that the second graphic information associated with the event is displayed when the event is selected.